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TIMES-UNION  
Jacksonville, Fla.  
July 10, 1963  
**Tobacco Institute  
Urges No Appeals  
Aimed at Youths**

WASHINGTON, July 9 (AP) — The president of the Tobacco Institute suggested today that cigarette advertising in all media should not make any appeals to young people.

"In keeping with the position of the industry that smoking is a custom for adults, cigarette advertisements should not give a contrary impression," George V. Allen said in a statement. "Persons featured in advertising should be, and should appear to be, adults."

Allen said also that radio or television programs which are directed particularly at youngsters should not be sponsored by cigarette manufacturers.

He said this was preferable to "arbitrary restriction of sponsorship to certain hours of the listening or viewing day."

Last month Canadian tobacco manufacturers announced they would not run cigarette commercials on radio or television before 9 p.m.

At the same time last month Allen announced that several major U.S. manufacturers had decided to drop their cigarette advertising and promotion campaigns on college campuses.

The institute represents firms that make almost all U.S. cigarettes.

CALL  
Allentown, Penna.  
July 10, 1963

## Tobacco Industry Will End Appeals To Young People in Advertisements

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HUMBOLDT TIMES  
Eureka, Calif.  
July 10, 1963

## Council Asks 'Adults Only' Tobacco Ads

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TRIBUNE  
Great Falls, Mont.  
July 10, 1963

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EXPRESS  
San Antonio, Texas  
July 10, 1963

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